

Resolution No.:	<u>17-577</u>
Introduced:	<u>October 16, 2012</u>
Adopted:	<u>October 23, 2012</u>

**COUNTY COUNCIL  
FOR MONTGOMERY COUNTY, MARYLAND**

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By: County Council

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**SUBJECT:** Creation of a White Flint Downtown Advisory Committee

**Background**

1. The 2010 White Flint Sector Plan recommends the “creation of an urban service district, as well as a re-development office or similar entity, both of which will work in coordination with the Bethesda-Chevy Chase Regional Services Center”.
2. In Spring 2011, the County Executive and the Chief Administrative Officer (CAO) authorized the establishment of the White Flint Ad Hoc Urban District Committee to bring together leaders in business, neighborhoods, and government to implement the Sector Plan recommendations for urban maintenance and promotions services. The approved FY12 operating budget included \$10,000 for contract support for this effort.
3. The Ad Hoc Committee has worked with the Bethesda-Chevy Chase Regional Services Center to establish local priorities; create strategies for improving maintenance and pedestrian safety; and endorse the development of a branding strategy.
4. The Ad Hoc Committee recommends, as a next step towards eventual establishment of an Urban District, the County formally establish and appoint a White Flint Downtown Advisory Committee for the purpose of coordinating activities that advance and promote a sense of place, maintenance, and walkability.

**Action**

The County Council for Montgomery County, Maryland approves the following resolution:

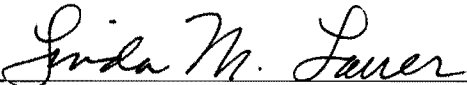
A White Flint Downtown Advisory Committee is established by the Council to advise County departments on public services in the White Flint Sector Plan area; coordinate community activities that promote, and assist in activities that advance

business interests and sense of community within that area; and advise the County Executive and County Council on the eventual establishment of an Urban District.

1. The White Flint Downtown Advisory Committee has 14 members: 11 voting members; and three ex officio, non-voting members. Committee members will be appointed by the County Executive and confirmed by the County Council.
2. The County Executive must strive to appoint the members so that: two members are persons nominated by the Greater Bethesda-Chevy Chase Chamber of Commerce; three members represent property owners in the Sector Plan Area; two members represent businesses that employ fewer than 25 employees; two members represent residential communities in the Sector Plan area; one member represents a residential community in or outside of the Sector Plan area and is a member of the Western Montgomery County Citizens Advisory Board; and three ex officio, non-voting members representing the County Executive, County Council, and North Bethesda Transportation Management District.
3. Committee members serve for a period of three years. However, the initial terms of voting members are staggered as follows: three members - one year terms; four members - two-year terms; and four members - three year terms. The County Executive may reappointment committee members. Members serve until a successor is confirmed.

The White Flint Downtown Advisory Committee will provide recommendations to the County Executive and County Council on the feasibility and timing for the establishment of an Urban District in White Flint no later than September 30, 2017. The Committee will provide an annual report to the County Executive and County Council.

This is a correct copy of Council action.

  
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Linda M. Lauer, Clerk of the Council